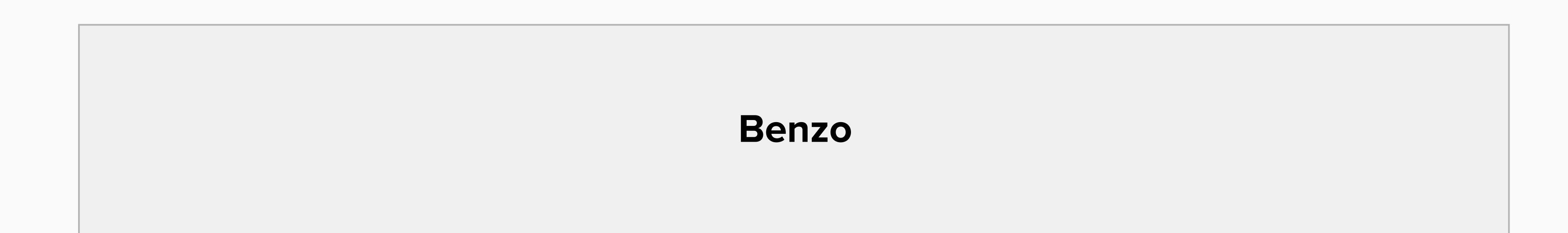
BRAINSTORM - GROUP - PRIORITIZE

Use this when you have defined the problem you're trying to solve and you're ready to start exploring solutions.

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes



2 Brainstorm

Write down any ideas that come to mind that address your problem statement. Remember, the key rules of brainstorming are:

Defer judgment Go for volume Build on the ideas of others Stay on topic Stay on topic Wild ideas Be visual Be visual The pencil icon in the menu to sketch.



Group Ideas

Group ideas

Use this space to group similar ideas from the brainstorm. Each group should have a title that describes what the ideas have in common. If a group is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups. **5 20 minutes**

PRO TIP: This is a great place to use color coding. You can change the color of multiple sticky notes at once.

Group 1

Group 2

Group 3

Group 5

Group 6

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

© 20 minutes

